

### REMARKS

Reconsideration of this application is respectfully requested in view of the foregoing amendment and the following remarks.

Claims 1-26 were pending in this application. Claims 1, 7, 12-22, and 24 have been cancelled without prejudice or disclaimer, claims 27-30 have been added and claims 2-6, 8, 9, 11, 23, 25, and 26 have been amended hereby to correct matters of form. Accordingly, claims 2-6, 8-11, 23, and 25-30 will be pending herein upon entry of this Amendment. For the reasons stated below, Applicant respectfully submits that all claims pending in this application are in condition for allowance.

In the Office Action mailed, claims 1-7, 9, 10, 12-17, 19, 20, 22, 24, and 25 were rejected under 35 USC § 102(b) as being anticipated by Zarowitz et al.; claims 8, 11, 18, 21, 23, and 26 were rejected under 35 USC § 103(a) as being unpatentable over Zarowitz et al. in view of Kraft; and the drawings and specification were objected to for various informalities.. To the extent these rejections might still be applied to claims presently pending in this application, they are respectfully traversed.

Regarding the objections to the drawings, new Figs. 2-7 are submitted herewith and element 216 has been added to Fig. 2.

Regarding the objections to the specification, Applicants have amended the specification as suggested by the Examiner.

Regarding the rejection of claim 1, claim 27 essentially replaces claim 1 and now more specifically recites the nature of the information stored in the database and the associated quality

characteristics. Claim 27 also recites, *inter alia*, "sorting the contact information stored in the database based on the subjective quality of the particular entity." As pointed out by the Examiner, Zarowitz teaches only retrieving "information about your historical marketing data and other business-related information" and is silent regarding exactly what this information is. Applicants assert that the specific quality information claimed along with sorting the database specifically according to the quality information is not contained in the Zarowitz reference. Accordingly claim 27 and its associated dependent claims are now believed to be in condition for allowance.

Regarding the rejection of claim 22, claim 29 essentially replaces claim 22 and further clarifies the type of performance evaluation performed. Although Zarowitz generally refers to tracking an employee's performance, it is silent as to how this performance measurement is done. In order to support an anticipatory rejection, the reference must contain all elements of the claimed subject matter. The general reference by Zarowitz to performance evaluation is insufficient to anticipate the specific method contained in claim 29. Accordingly claim 29 and its associated dependent claims are now believed to be in condition for allowance.

Regarding the rejection of claims 8, 11, 23, and 26 as being unpatentable over Zarowitz in view of Kraft, Applicants assert that the independent claims from which these claims depend are now in condition for allowance for at least the above-stated reasons and that Kraft does not provide any of the deficiencies with regard to Zarowitz to support this rejection. Accordingly, this rejection is respectfully traversed. Further regarding claims 8 and 26, Kraft does not teach storing the billing information in the customer contact database associated with the particular

customer as claimed. It appears that Kraft merely teaches linking the billing system with the customer contact information so that if a billing notice is necessary, one could be automatically generated using the contact information. Kraft does not provide for the billing information to be stored in the customer contact database to be viewed by the sales representatives.

The present method seeks, in at least one aspect, to provide billing information as a further qualitative characteristic for sales representatives to view to help them maximize their efficiency in determining which business entities to contact. For example, if a sales representative sees that a particular customer is repeatedly delinquent in paying its debts, the sales representative may want to move on to a more desirable customer. A combination of Kraft and Zarowitz does not provide for such storage and retrieval of contact information along with associated billing information. Accordingly claims 8 and 26 are believed to be allowable over the combination of Kraft and Zarowitz.

In view of the foregoing all of the claims in this case are believed to be in condition for allowance. Should the Examiner have any questions or determine that any further action is desirable to place this application in even better condition for issue, the Examiner is encouraged to telephone applicants' undersigned representative at the number listed below.

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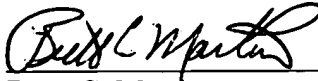
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Respectfully submitted,

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Attachments: New Figs. 2-7

AB/BCM

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